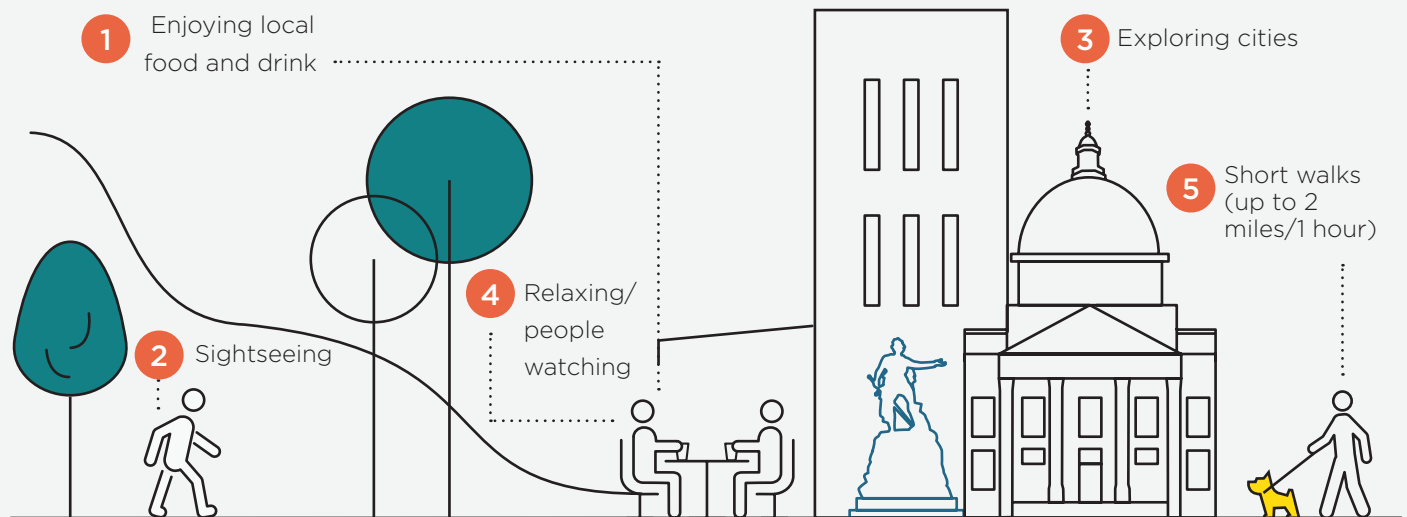


VISITABERDEENSHIRE'S CONSUMER RESEARCH:

VISITOR MOTIVATIONS, BEHAVIOURS & PERCEPTIONS

Highlights from the 4th wave of VisitAberdeenshire's annual consumer research, exploring the motivations, behaviours and preferences of 1,600 UK residents.

TOP 5 ACTIVITIES ON HOLIDAY/SHORT BREAK



SMARTPHONE USE ON HOLIDAY/SHORT BREAK

This year we took a deeper look at smartphone use on holiday. The **top five uses** were:

1. Checking the weather
2. Sharing photos with friends/family
3. Opening maps: wayfinding and places to visit
4. Showing a ticket/boarding pass
5. Finding general tourist information

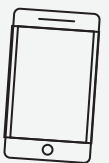


USING THESE INSIGHTS

Consider those **top 5 activities** and do a check-in on your website and socials. Are you sharing content on the activities you can offer and/or signposting to other businesses in the region where visitors can enjoy these experiences?



Visitors are **using smartphones** for weather, maps, photo sharing, tickets and general info. Is your business discoverable and content mobile friendly?



Respondents: **1,600 UK adults**
Fieldwork: **October 2025 (4th wave)**

Data collection: **Taylor MacKenzie**
Analysis: **Scattered Clouds**

Explore the Factsheet and Slide Deck for more insights and actions.